



WXYZ

ORDER

Print Date 08/29/12

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Flight Dates **10/24/12-10/30/12**

Contract / Revision **297114 /**

Original Date / Revision
05/09/12 08/22/12

Advertiser **Michigan GOP 2012**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product
Michigan GOP 2012

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **TV: 10/24-10/30**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	49	\$47,897.50	\$56,350.00	0.00	10/01/12	10/28/12	49	\$47,897.50	\$56,350.00
November 2012	28	\$34,510.00	\$40,600.00	0.00	10/29/12	10/30/12	28	\$34,510.00	\$40,600.00
Totals	77	\$82,407.50	\$96,950.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/25/12	10/28/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	--- 1111	:30	4	\$2,000.00	P-4	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--- 1111		4		\$2,000.00		0.00				
N 2	WXYZ	10/29/12	10/30/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	11-----	:30	2	\$2,000.00	P-4	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	11-----		2		\$2,000.00		0.00				
N 3	WXYZ	10/24/12	10/26/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 111--	:30	3	\$400.00	P-3	0.00 NM	3	\$1,200.00



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Contract / Revision **297114** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 05/09/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Michigan GOP 2012** Product **Michigan GOP 2012**

Estimate # **TV: 10/24-10/30**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/24/12	10/26/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 111--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$400.00		0.00			
N 4	WXYZ	10/29/12	10/30/12	5am News M-F 5am News M-F	CM	5-6am M-F	11-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$400.00		0.00			
N 5	WXYZ	10/24/12	10/26/12	6am News M-F Action News 6am	CM	6-7am M-F	-- 111--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$900.00		0.00			
N 6	WXYZ	10/29/12	10/30/12	6am News M-F Action News 6am	CM	6-7am M-F	11-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$900.00		0.00			
N 7	WXYZ	10/24/12	10/26/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-- 111--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$900.00		0.00			
N 8	WXYZ	10/29/12	10/30/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$900.00		0.00			
N 9	WXYZ	10/24/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	-- 111--	:30	3	\$500.00	P-4	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$500.00		0.00			
N 10	WXYZ	10/29/12	10/30/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11-----	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$500.00		0.00			
N 11	WXYZ	10/24/12	10/26/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-- 111--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$750.00		0.00			
N 12	WXYZ	10/29/12	10/30/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11-----	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$750.00		0.00			
N 13	WXYZ	10/24/12	10/26/12	12p Noon News 12n-1p	CM	12-1pm M-F	-- 111--	:30	3	\$500.00	P-4	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$500.00		0.00			
N 14	WXYZ	10/29/12	10/30/12	12p Noon News 12n-1p	CM	12-1pm M-F	11-----	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$500.00		0.00			
N 15	WXYZ	10/24/12	10/26/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-- 111--	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 05/09/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Michigan GOP 2012**

Product **Michigan GOP 2012**

Estimate # **TV: 10/24-10/30**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	10/24/12	10/26/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-- 111--	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$900.00		0.00			
N 16	WXYZ	10/29/12	10/30/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-----	:30	2	\$900.00	P-4	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$900.00		0.00			
N 17	WXYZ	10/24/12	10/26/12	5p News 5-6pm M-F	CM	5-6pm M-F	-- 111--	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$1,000.00		0.00			
N 18	WXYZ	10/29/12	10/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$1,000.00		0.00			
N 19	WXYZ	10/24/12	10/26/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- 111--	:30	3	\$1,200.00	P-4	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$1,200.00		0.00			
N 20	WXYZ	10/29/12	10/30/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-----	:30	2	\$1,200.00	P-4	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$1,200.00		0.00			
N 21	WXYZ	10/24/12	10/26/12	7p News M-F 7-730p	CM	7-730pm M-F	-- 111--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$1,200.00		0.00			
N 22	WXYZ	10/29/12	10/30/12	7p News M-F 7-730p	CM	7-730pm M-F	11-----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$1,200.00		0.00			
N 23	WXYZ	10/24/12	10/26/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-- 111--	:30	3	\$1,800.00	P-4	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$1,800.00		0.00			
N 24	WXYZ	10/29/12	10/30/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11-----	:30	2	\$1,800.00	P-4	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$1,800.00		0.00			
N 25	WXYZ	10/24/12	10/26/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M--	-- 111--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--					3	\$750.00		0.00			
N 26	WXYZ	10/29/12	10/30/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M11	-----	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$750.00		0.00			
N 27	WXYZ	10/29/12	10/29/12	Monday Prime C Castle	CM	10-11pm Monday M	-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Michigan GOP 2012** Product **Michigan GOP 2012**

Estimate # **TV: 10/24-10/30**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WXYZ	10/29/12	10/29/12	Monday Prime C Castle	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$5,000.00			0.00			
N28	WXYZ	10/30/12	10/30/12	Tuesday Prime B Dancing w/ Stars	CM	9-10pm Tuesday	-T-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1			\$10,000.00			0.00			
N29	WXYZ	10/24/12	10/24/12	Wednesday Prime C Revenge	CM	10-11pm Wednesday	--W----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1			\$5,000.00			0.00			
N30	WXYZ	10/27/12	10/27/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$350.00			0.00			
N31	WXYZ	10/27/12	10/27/12	Early News Sa 7p (Foll Sa 7-8p)	CM	7pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$1,000.00			0.00			
N32	WXYZ	10/27/12	10/27/12	ABC Saturday Night Foot ABC's Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$3,000.00			0.00			
N33	WXYZ	10/28/12	10/28/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$350.00			0.00			
N34	WXYZ	10/28/12	10/28/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$500.00			0.00			
N35	WXYZ	10/28/12	10/28/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$2,500.00			0.00			
N36	WXYZ	10/28/12	10/28/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$750.00			0.00			
N37	WXYZ	10/27/12	10/27/12	ABC College Ftbl 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$2,500.00			0.00			
Totals														77	\$96,950.00